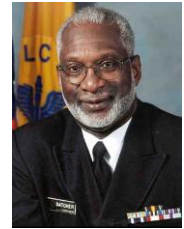




A Bold New Public Health Approach for California

“Alzheimer’s is the most under-recognized threat to public health in the 21st century.”



-Dr. David Satcher, former U.S. Surgeon General and former Centers for Disease Control and Prevention (CDC) Director

Healthy People 2020 Nationwide Objectives

<p>DIA-1 Increase the proportion of adults aged 65 years and older with diagnosed Alzheimer’s disease and other dementias, or their caregiver, who are aware of the diagnosis</p>	<p>DIA-2 Reduce the proportion of preventable hospitalizations in adults aged 65 years and older with diagnosed Alzheimer’s disease and other dementias</p>
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Why Public Health? The Burden is Large

2.2 MILLION

2.2 million Californians are directly impacted by Alzheimer’s, either personally living with dementia or providing care and support for a loved one with the disease.

#KNOWBRAINER alzheimer’s association 800.272.3900 | alz.org

Why Public Health? There are ways to intervene

<50%

#KNOWBRAINER

Less than half of all people affected by Alzheimer’s disease have been diagnosed by a physician. Even fewer have been informed of their diagnosis.

alzheimer’s association
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Why Public Health? The Impact is Major

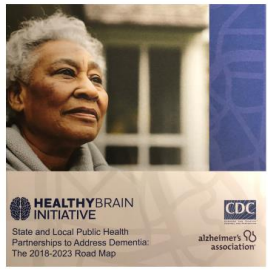
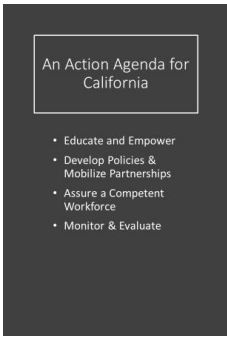
\$341,840

The estimated lifetime cost of care for an individual with Alzheimer’s disease is \$341,840 – more than the median home price in Sacramento, CA

#MillionstoSaveBillions alzheimer’s association 800.272.3900 | alz.org






Positioning California Counties to Respond



"And we can't talk about aging without focusing on Alzheimer's."
Governor Gavin Newsom



Specific California Goals

-  Increase public awareness of signs and symptoms of dementia
-  Improve early detection and timely diagnosis of Alzheimer's
-  Target outreach to individuals and communities at high risk (e.g. African American, Asian-Pacific Islander, Latino and women) with strategies to reach underserved and under-represented populations (e.g. LGBTQ, rural, live-alone, younger-onset)

Goal #1: Increase Public Awareness

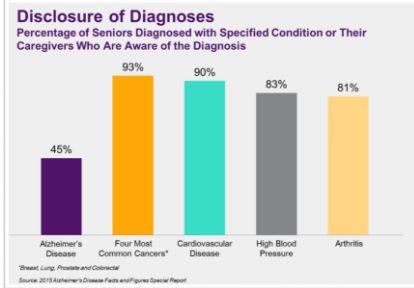
82% OF SENIORS SAY IT'S IMPORTANT TO HAVE THEIR THINKING AND MEMORY CHECKED.

BUT ONLY 16% SAY THEY RECEIVE REGULAR COGNITIVE ASSESSMENTS.



alzheimer's association

Goal #2: Improve Detection & Diagnosis



Goal #3: Target Outreach

1.5 X - 2 X

African Americans, Hispanics and women are 1.5x to 2x more likely to be impacted by Alzheimer's.

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Public Health: For all affected by Alzheimer's

